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THE VOICE OF COMMERCE IN THE REGION

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Network Central's referral success

Simon Page

A GROUP of Leeds entrepreneurs have been named as West Europe's most successful business networking group, based on the value of the group's business referrals.

The 43 entrepreneurs who form the 'Network Central' networking group meet and pass each other business referrals every week.

According to Business Network International, the UK's largest business referral organisation, 'Network Central' won the accolade after its members passed the highest value business referrals in Western Europe for any one group, totaling more than £4m, over the past 12 months.

Rick Armstrong, area director for Business Network International West Yorkshire, said: "While all

successful business referrals vary in their value, each member's referral potential, on average over the past 12 months, totalled £93,023.

"The success of the group's ability to generate high value business referrals for one another is down to the care they took to truly understand and take a vested interest in their fellow colleagues' businesses."